

FIG. 1

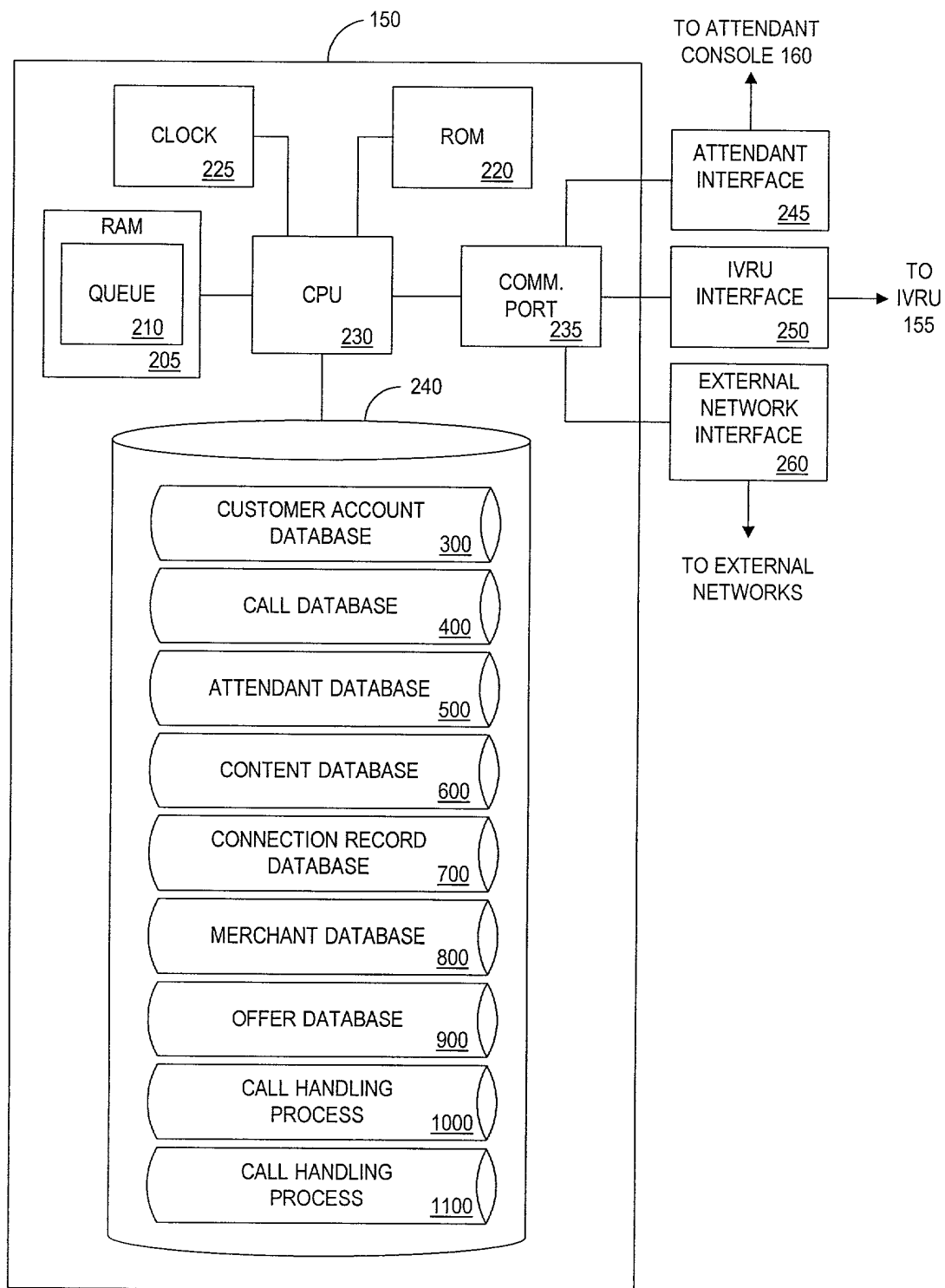


FIG. 2

CUSTOMER NAME 320	CUSTOMER ID 322	ADDRESS 325	TELEPHONE NUMBER (ANI) 330
JOHN SMITH	AAA	123 MAIN ST.	(203) 555-1212
FRANK JONES	BBB	245 TOWER RD.	(415) 555-1212
MARY PARKER	CCC	513 STATE ST.	(212) 555-1212

CUSTOMER DATA 335	PAID ENTERTAINMENT OPTION ACCESS FLAG 340	EXPERT DATA 345	CREDIT CARD ACCOUNT NUMBER 350
REGULAR PURCHASER	NO ACCESS - PRIOR FRAUDULENT USAGE	GARDENING	1234-1234-1234-1234
INFREQUENT PURCHASER	NO COMPLIMENTARY ACCESS	EUROPEAN TRAVEL	5678-5678-5678-5678
FREQUENT PURCHASER	PROVIDE ACCESS	PERSONAL COMPUTERS	6789-6789-6789-6789

FIG. 3

CALL TRACKING NUMBER 420	CUSTOMER IDENTIFIER 422	CALL SUBJECT CATEGORY 425	CALL POSITION 430
TS1458	AAA	PRINTER PROBLEM	005
JJ9724	BBB	SYSTEM ERROR	016
SJ0691	CCC	FLIGHT RESERVATION (NYC)	025

411

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400

CALL PHONE NUMBER (ANI) 435	CHANNEL NUMBER 440	TIME CALL WAS RECEIVED 445	ATTENDANT IDENTIFICATION NUMBER 450
(203) 555-1212	14	10:05 PM	BV2069
(414) 555-1212	07	11:12 PM	JR6801
(212) 555-1212	26	9:38 AM	TM9724

400 (CONT.)

FIG. 4

09/25/2004 10:00 AM

500

ATTENDANT IDENTIFICATION NUMBER 520	ATTENDANT STATUS 525	AREA OF EXPERTISE 530
BV2069	BUSY	PRINTERS
JR6081	BUSY	MODEMS
TM9724	AVAILABLE	RESERVATIONS

511

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FIG. 5

600

PREMIUM ENTERTAINMENT SERVICE	620	CONTENT PROVIDER	625	ACCESS INFORMATION	630	ACCOUNT NUMBER	635	PASSWORD	640	COST	645
INTERNET		WEB SPORTS, INC.		HTTP://WWW. SPORTS.COM		85069		APACHE		\$10/MONTH	
900 NUMBER		WEATHER SERVICE		1-900-555-1212		98761		SESAME		\$2/MINUTE	
PAY-PER-VIEW		CABLE BOXING EVENTS		CHANNEL 15		12345		ROCK		\$1/MINUTE	

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FIG. 6

CONNECTION ID NUMBER	CUSTOMER ID	CALLER TELEPHONE NUMBER	DATE
469F	AAA	(203) 555-1212	05/07/2003
243J	BBB	(414) 555-1212	05/07/2003
682X	CCC	(212) 555-1212	05/07/2003
375H	DDD	(917) 555-1212	05/07/2003

TIME	CONNECTION DURATION	ENTERTAINMENT OPTION	COST
11:18 AM	15 MINUTES	WEB SPORTS, INC.	\$1
11:19 AM	3 MINUTES	CABLE BOXING EVENTS	\$3
11:22 AM	16 MINUTES	BOOK MERCHANT	\$0
11:23 AM	14 MINUTES	TRAVEL CHAT ROOM	\$0

FIG. 7

800

MERCHANT NAME	MERCHANT ID	ACCESS INFORMATION	DISCOUNT INFORMATION
TRAVELCO.	001	1-888-PROMO-DEAL	10% OFF ANY PURCHASE
BOOKS4TRAVEL	002	HTTP://WWW.BOOKS4TRAVEL.COM/ CALLERDISCOUNT/INDEX.HTML	FREE SHIPPING
GIFTCO.	003	DIGITAL CERTIFICATE: 129876543; HTTP:// WWW.GETFREESTUFFONHOLD.COM	OFFER ID: PA04

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812

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FIG. 8

900

SPONSORING MERCHANT	OFFER ID	BENEFIT	OBLIGATION	QUALIFICATIONS
MIKE'S BOOK CO.	ZQ98	\$10 OFF ANY PURCHASE	SWITCH LONG DISTANCE CARRIER	ON HOLD TIME > 15 MINS.
002	RX33	500 FREQUENT FLYER MILES	NONE	FREQUENT PURCHASER
003	PA04	FREE SHIPPING	LISTEN TO MARKETING PITCH	NONE

911

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913

FIG. 9

1000

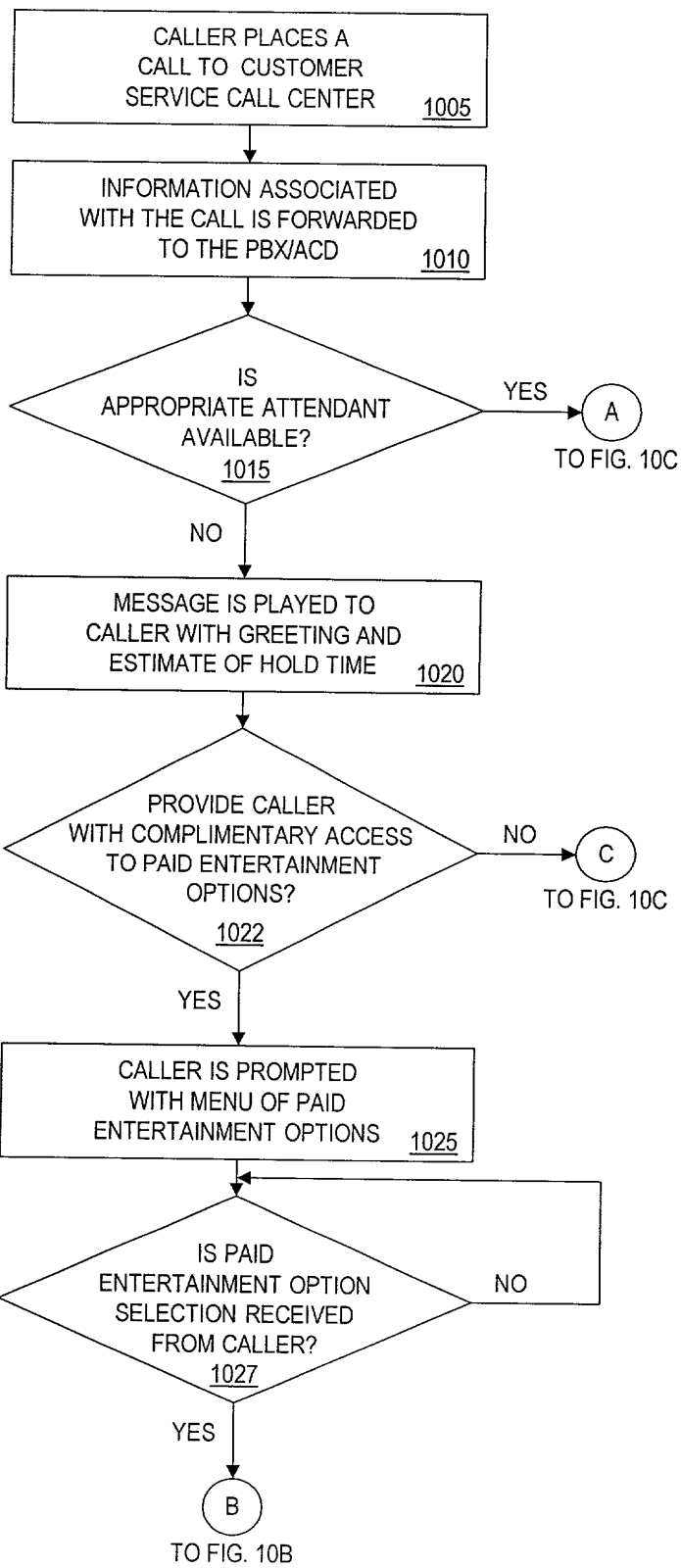


FIG. 10A

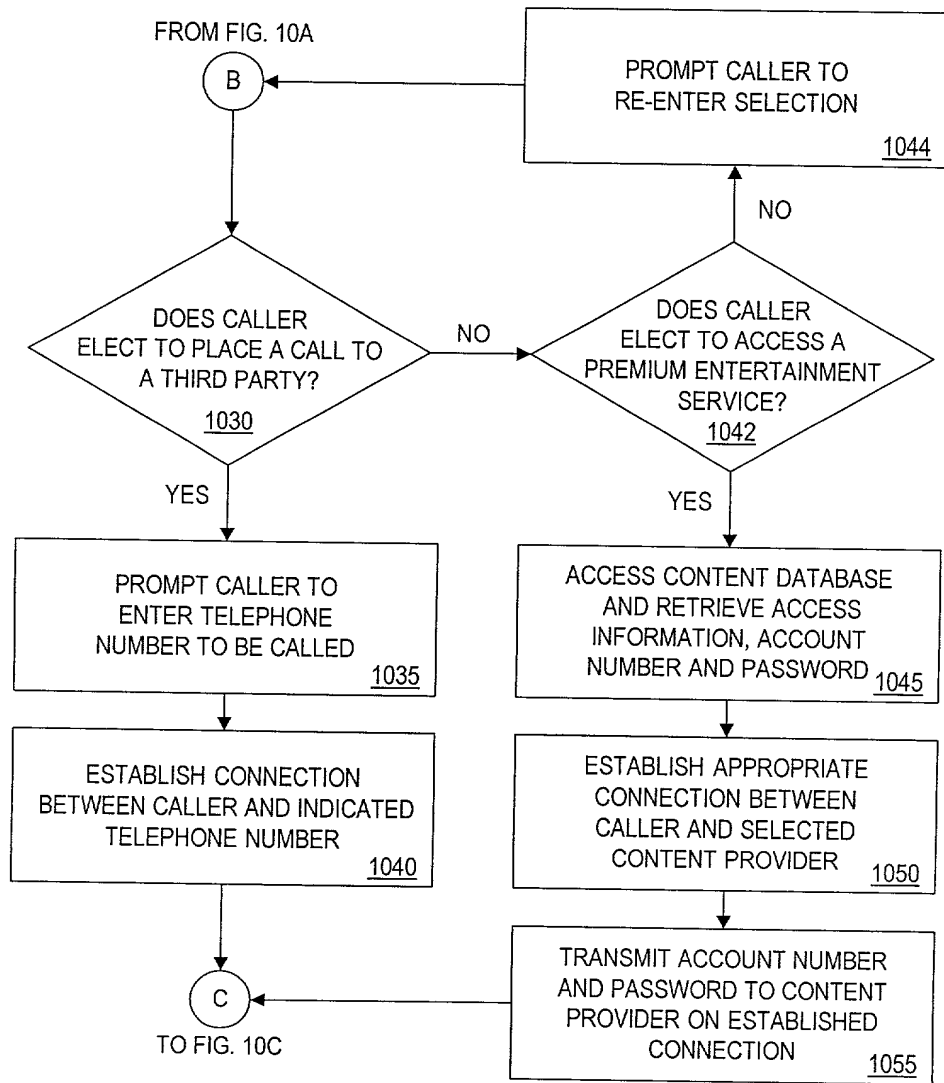


FIG. 10B

FIG. 10C

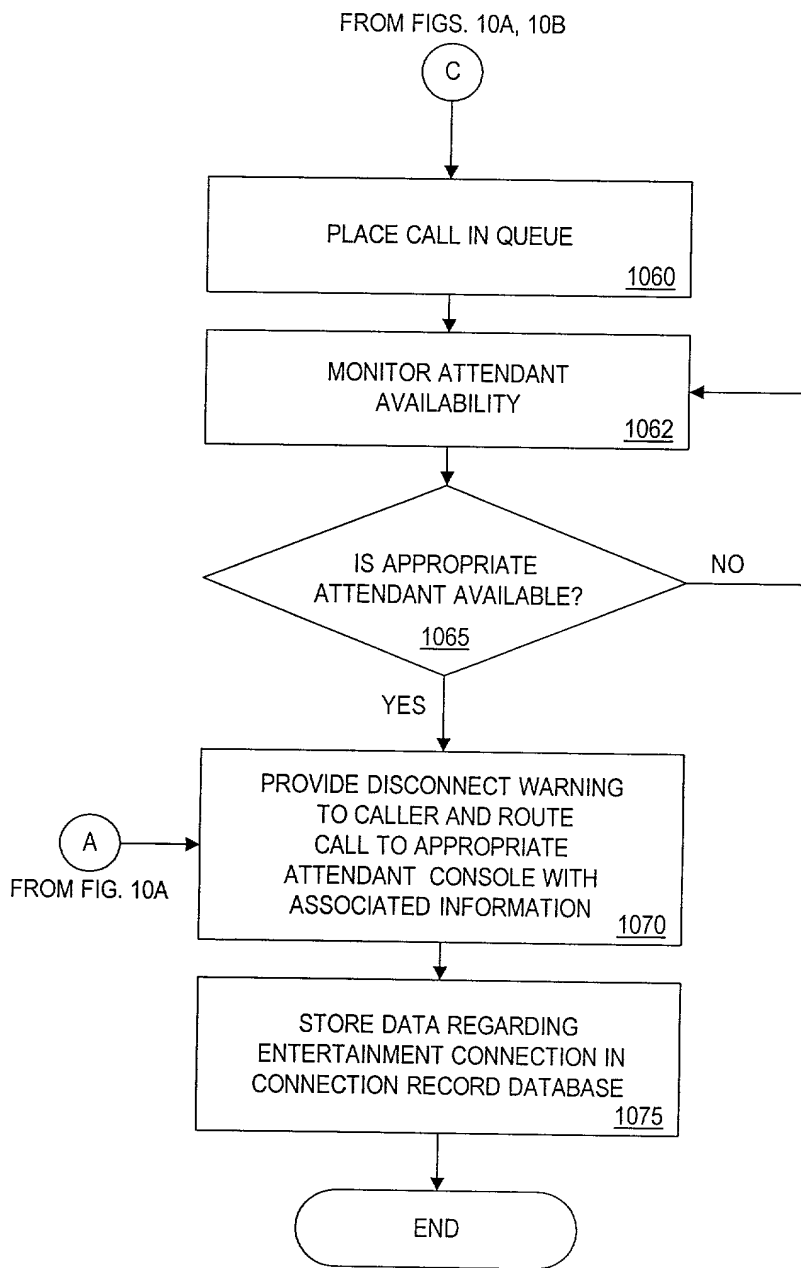
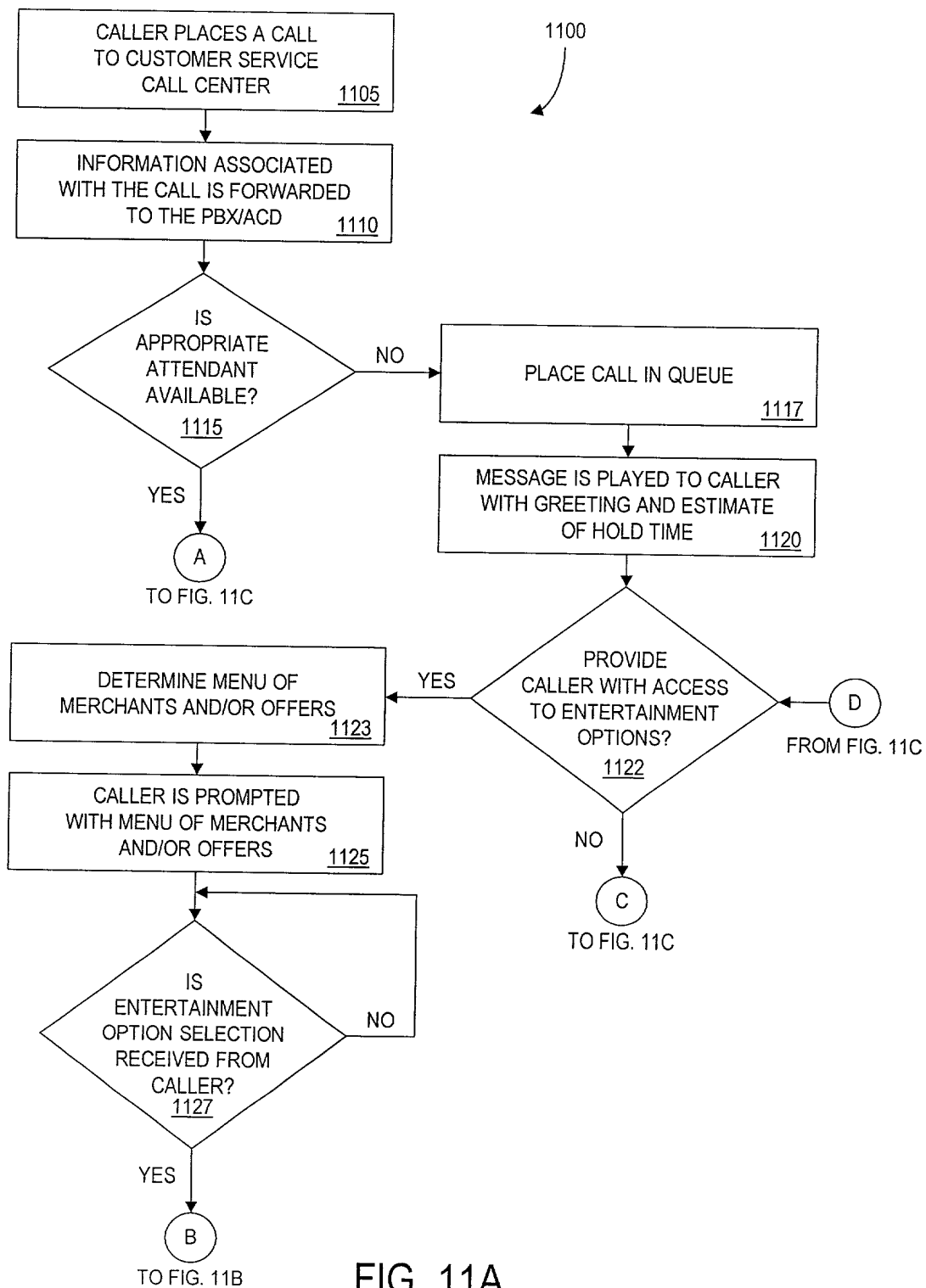


FIG. 10C



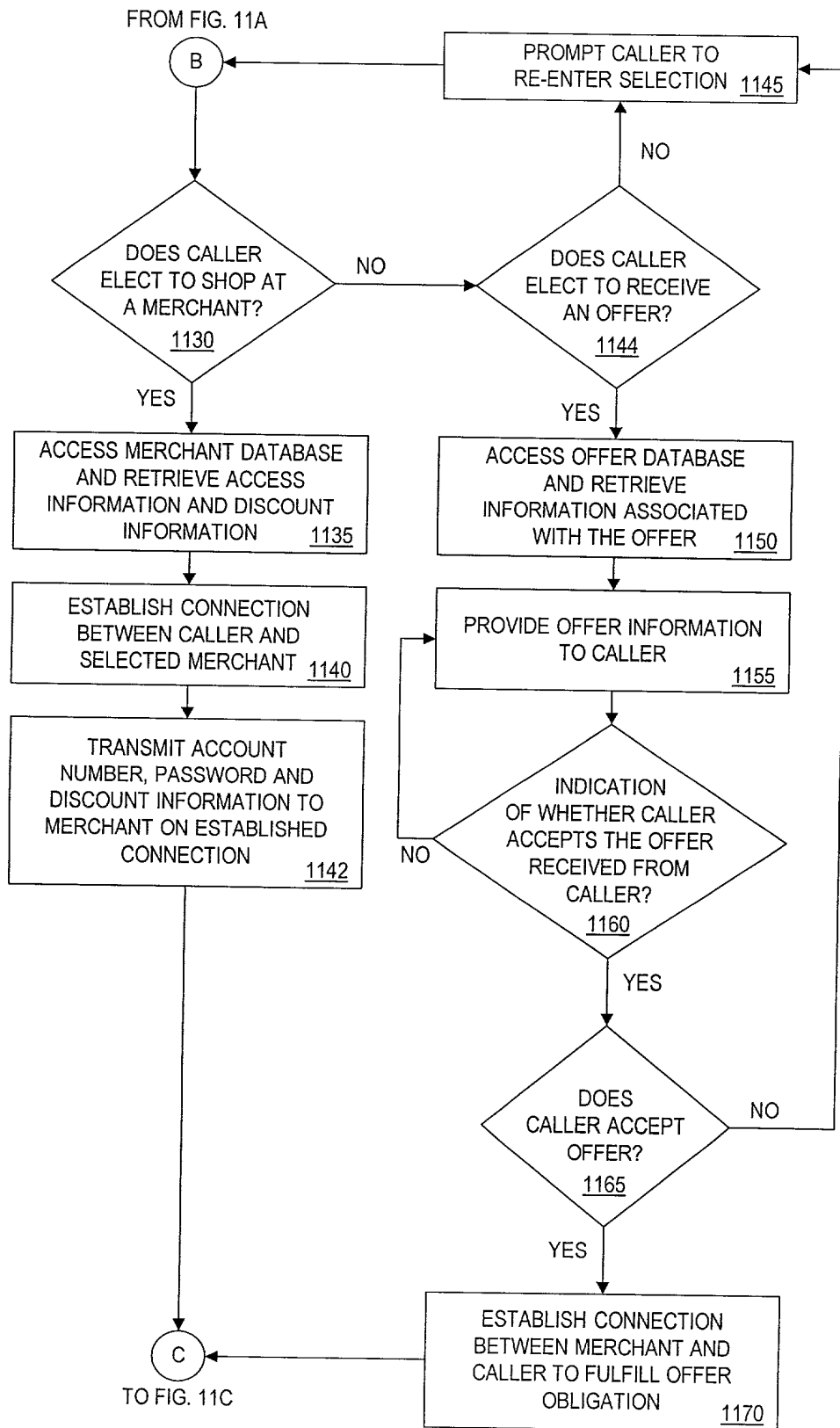


FIG. 11B

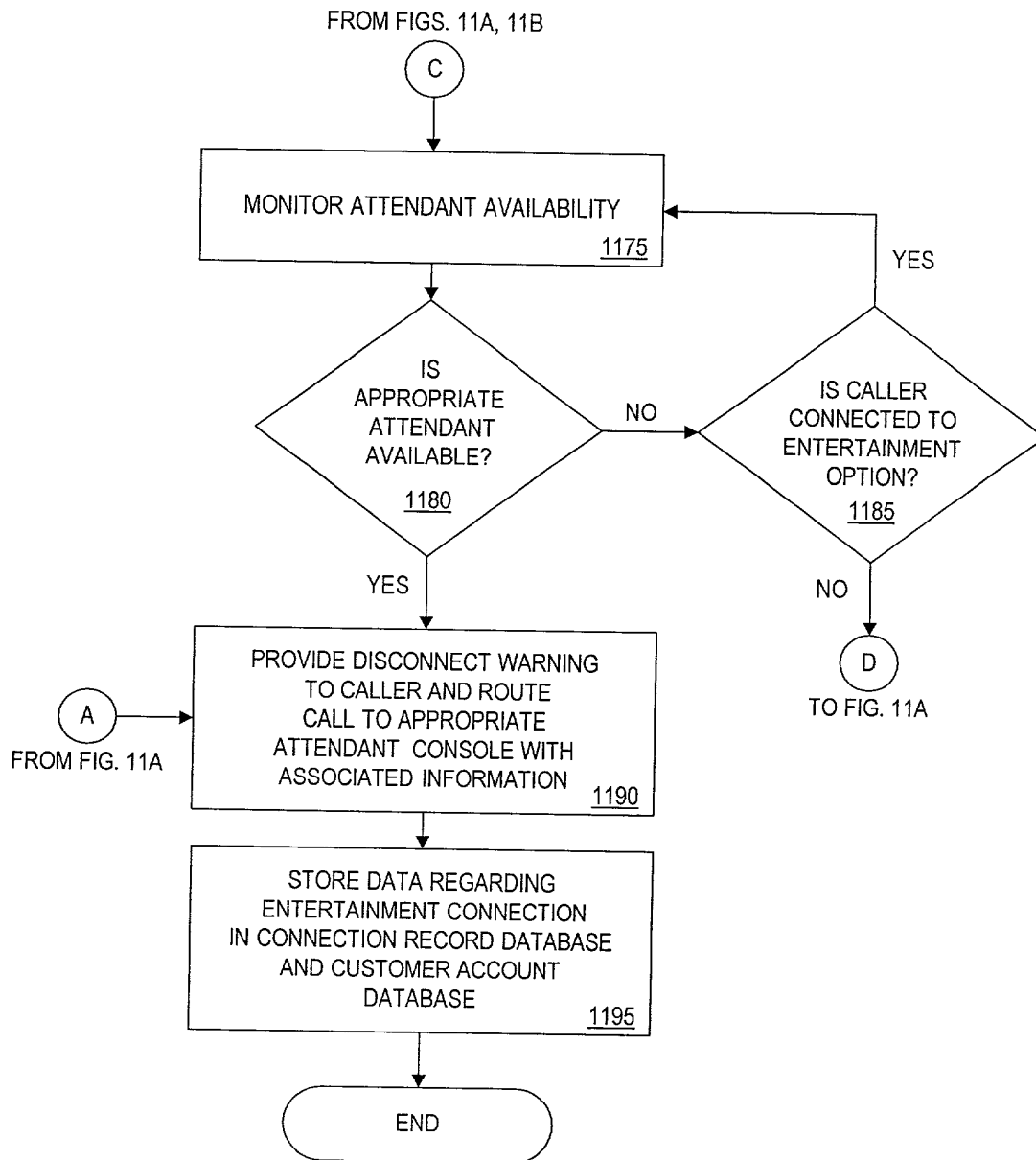


FIG. 11C